

**Specifications:-**

- With A Complete Theoretical Framework, Marketing Research, 7 E Is A Text With A Comprehensive And Balanced Coverage Of Both Qualitative And Quantitative Material. It Takes The Perspective Of A Marketing Research User And Reflects Current Trends In International Marketing Research, Social Media, Mobile Marketing Research, Ethics Etc.
- The Book Has A Unique Applied And Managerial Orientation, Illustrating The Interaction Between Marketing Research Decisions And Marketing Management Decisions.

Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.



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